

Activity 19: Social Media in Career Planning

Target Audience: Grades 8-12

Objective: The students will:

- Identify various types of social networking and their purpose.
- Recognize benefits and dangers of social networking sites.
- Share strategies for using social networking when in the job market.

| ASCA Standard | National Career Development Goal | National Career Development Guidelines |
|---|---|--|
| Personal/Social Standard B: Students will make decisions, set goals and take necessary action to achieve goals. | Personal/Social Goal 2: Develop positive interpersonal skills including respect for diversity. | PS2.K1: Identify effective communication skills. PS2.A1: Demonstrate effective communication skills. PS2.R1: Evaluate your use of effective communication skills. PS2.K2: Recognize the benefits of interacting with others in a way that is honest, fair, helpful, and respectful. PS2.A2: Demonstrate that you interact with others in a way that is honest, fair, helpful, and respectful. PS2.R2: Assess the degree to which you interact with others in a way that is honest, fair, helpful, and respectful. |

Resources and Materials:

- Social Media in Career Planning activity sheet
- **Career Outlook**, 'Finding a Job & Getting Work Experience' page 49
- Internet access

Leading Questions and/or Comments:

This lesson will inform students about the changing face of social networking as well as the benefits and dangers.

Ask/state the following:

- How many of you use Facebook? Twitter? Instagram? Snapchat? Other social networking sites?
- What uses does it serve for you and others you know? (Write on board)
- We are going to explore the ways that social networking can help you or become a hindrance.

Activities:

Do the following:

- Have your students read the article 'Finding a Job & Getting Work Experience' on page 49 in the **Career Outlook**.
- Using the 'Social Media in Career Planning' activity sheet, divide students into groups of 3-4 with each group having access to a computer or smartphone.
- Have students complete the group activity and answer the questions in the worksheet.
- When they are all done with the worksheet, each group can share their answers with the class.

Making Connections for Students:

Tell the students:

- Social networking sites have so many benefits in staying connected and reconnecting with friends and family to meeting new people. When used properly and with common sense and care, they can be an asset to planning for your future.

Optional Activities:

Have students:

- Use www.RUReady.ND.gov to journal in their portfolio what they have learned about social networking and how it could affect their future positively and negatively.
- Evaluate their social networking sites to see if they have appropriate information and privacy settings.